



General Services Administration (GSA) Federal Supply Services (FSS) Professional Services Schedule (PSS)

PENNGOOD LLC

1015 18th Street NW Suite 600 Washington, DC 20036

Contract Administrator: Clyde H. Penn Jr., President

Email: cpenn@penngood.com

Phone: (202) 830-0001 Fax: (202) 464-1436

www.penngood.com

Industrial Group: **00CORP**

Contract Number: **GS-00F-256DA**

Contract Period: **August 12, 2016 - August, 11, 2021**

Business Size: **Small Disadvantaged Business (SDB)**

DUNS: **140212643**

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage! a menu-driven database system. The Internet address for GSA Advantage! is: <http://www.gsaadvantage.gov>.

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at <http://www.fss.gsa.gov>.



Imagine

We **Imagine** a world in which people live longer, happier, easier and well.

Penngood is a strategic communications firm specializing in **Total Health** - behavioral, environmental and public - and the well-being of all people. We are committed to serving government organizations with mission-driven national and community-specific campaigns, initiatives and programs that make a difference. We help engage multicultural audiences to address disparities, reduce inequities, and transform lives through a **Total Health** approach to education, promotion and prevention.

VISION

To educate, equip and inspire people to live long, live easy, and live well.

MISSION

To create and disseminate powerful, pointed and targeted strategic communications tools and resources that break through barriers, move minds, and inspire action to eliminate health, social, economic and environmental disparities in which people are born, grow, live, work and age.



Discover

We **Discover** what it takes to make our world better.

Penngood offers full-service integrated marketing and communications capabilities.

Visioning

Branding, Concept Development, Identity

Content

Writing and Editing, Messaging, Traditional, Digital and Social Media

Research

Database Management, Environmental Scans, Feasibility and Pilot, Studies, Competitive Analysis, Focus Groups and Interviews, Literature Reviews, Market Research, Policy Studies, Surveys

Partnerships

Coalition Building
Partnership Engagement
Public-Private Partnerships
Stakeholder Engagement

Outreach

Advocacy and Nonprofit Engagement, Community Engagement Dissemination, Conferences and Events, Public & Media Relations, Recruitment Campaigns, Training & Technical Assistance

Strategy

Brand Strategy, Channel Optimization, Communication Strategy, Event Strategy, Integrated Marketing, Social Media Strategy

Planning

Communications Plans, Events Planning, Implementation Plans, Logic Models, Evaluation Plans, Program Plans, Strategic Plans

Digital

App Design and Development, Digital Design and Development, Digital Dissemination, Email Marketing, Knowledge and Information Platforms, Mobile Design and Development, Web Design and Development

Creative

Graphics Design, Art Direction, Desktop Publishing, Campaign Products, Publication Development, Video and Audio Production, 508 Compliance & Accessibility, OMB Packages

Measurement and Evaluation

Data Analytics, Data Management, Impact Evaluation, Metrics, Monitoring, Optimization, Outcome Evaluation, Performance Evaluation, Reports, Success Stories



Innovate

We **Innovate** with new knowledge, expertise, process and ingenuity.

Penngood inspires innovative solutions that improve physical, social, economic, and environmental conditions to help people and communities thrive.

Behavioral Health

Communications support to help reduce the impact of substance abuse and mental illness. We educate and increase awareness of mental and emotional health and wellness – from the basics of how to cope with day-to-day challenges of life (including trauma), to the prevention, treatment and recovery from substance use and abuse and mental illness.

Environmental Health

Improve the natural and built environment that affect human health – the workplace, schools and homes. We promote healthy environments by educating consumers, partners and stakeholders about the benefits of addressing key environmental issues like lead, smoke-free housing, asthma triggers, and recovery from natural disasters.

Public Health

Promoting and protect the health of all people and the communities where they live, learn, work, grow and play. We develop, activate, and assesses strategic communications activities that address social determinants in education, employment, economic stability, environment, health and housing.



Believe

We **Believe** in making life better for all people
and all communities.

Penngood develops national and community specific campaigns, initiatives and programs to help clients engage audiences through culture-based messaging, and multi-platform partnership and stakeholder engagement that address disparities, reduce inequities, and transform lives.

AUDIENCES

At Penngood, we fully integrate our knowledge in social determinants with expertise and experience engaging a variety of multicultural audiences.

Consumers/Influencers

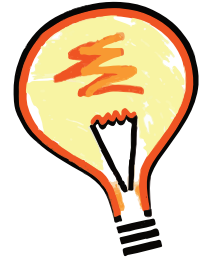
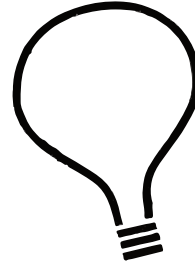
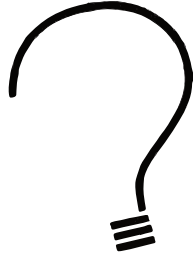
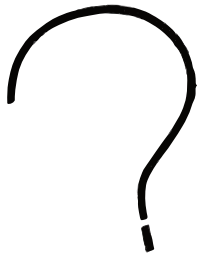
African Americans, Asian/Pacific Islanders, Hispanics/Latinos, Native Americans, Millennials/Young Adults, LGBT, Seniors, Urban/Rural.

Government to Business

C-Suite Leaders, Small Business Owners, Human Resource Professionals, Internal/External Stakeholders, Community Health Leaders, Partners.

Government to Government

Federal Government, State Governments, Local Governments, Health Departments.



We

IMAGINE

a world in which
people live longer,
happier, easier
and well.

We

DISCOVER

what it takes
to make our
world better.

We

INNOVATE

with new knowledge,
expertise, process
and ingenuity.

We

BELIEVE

in making life better
for all people and
all communities.

GSA



Services

541 1 - Advertising Services

Promote public awareness of an agency's mission and initiatives, enable public understanding of complex technical and social issues, disseminate information to industry and consumer advocacy groups and engage in recruitment campaigns. Services include, but are not limited to the following components: advertising objective determination, message decision / creation, media selection, outdoor marketing and media services, broadcast media (radio, TV and public service announcements), direct mail services, media planning, media placement services, advertising evaluation, related activities to advertising services.

541 2 - Public Relations Services

Provide customized media and public relation services such as the development of media messages and strategies; providing recommendations of media sources for placement of campaigns; preparing media materials such as, background materials, press releases, speeches and presentations and press kits. Other related services may fall under the following categories: executing media programs, conducting press conferences, scheduling broadcast and/or print interviews, public relations and crisis communications media training, such as, training of agency personnel to deal with media and media responses, media alerts and press clipping services related activities to public relations services.

541 3 - Web Based Marketing Services

Provide the maximum use of their internet capabilities. Services include, but are not limited to the following components: website design and maintenance services, search engine development, e-mail marketing, interactive marketing, web based advertising (including social media outlets), web based training, web casting, video conferencing via the web, section 508 compliance, including captioning services, on-line media management; and related activities to web based marketing services. Media will be provided in a format that is compatible with the ordering agency's software requirements. Continual website updates and maintenance may also be provided.

541 4A - Market Research and Analysis

Customizing strategic marketing plans, branding initiatives, creating public awareness of products, services, and issues; targeting market identification and analysis, establishing measurable marketing objectives; determining market trends and conditions, identifying and implementing appropriate strategies, conducting focus groups, telemarketing, individual interviews, preparing/distributing surveys, and compiling/analyzing results, establishing call centers (in relation to services provided under this schedule).

541 5 - Integrated Marketing Services

Offering a complete solution that collectively integrates the various services provided separately under the other SINs. Services include, but may not be limited to the following components: creation of comprehensive solutions using strategically targeted marketing plans that include full service execution of media planning and creativemultimedia campaigns. Comprehensive solutions include services available separately under SINs: 541 1 Advertising Services, 541 2 Public Relations Services, 541 3 Web Based Marketing Services and 541 4 Specialized Marketing (i.e. SIN 541 4A through SIN 541 4G). Capabilities to provide services normally associated with an integrated marketing campaign (Market Research, Conference Planning, etc.)

NOTE: Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.



Awarded Terms and Conditions

(SIN# 541-1, 541-2, 541-3, 541-4A, 541-5)

1a. Table of awarded special item number(s) with appropriate cross-reference to item description and awarded price(s).

SIN	Recovery	Description
541-1	541-1RC	Advertising Services
541-2	541-2RC	Public Relations Services
541-3	541-3RC	Web Based Marketing Services
541-4A	541-4ARC	Market Research and Analysis
541-5	541-5RC	Integrated Marketing Services

1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract.

SINs	Lowest Priced Item	Price
541-1, 541-1RC, 541-2, 541-2RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-5 & 541-5RC	Account Administrator	\$51.59

1c. If the Contractor is proposing hourly rates, a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate not applicable for this item.

See Pricing Below

2. Maximum order. **\$1,000,000.00**

3. Minimum order. **\$100.00**

4. Geographic coverage (delivery area). **Domestic only**

5. Point(s) of production (**city, same as company address**)

6. Discount from list prices or statement of net price. (Government net prices - discount already deducted)
See Attachment

7. Quantity discounts. **None**

8. Prompt payment terms. **0%, NET 30 Days**

9a. Notification that Government purchase cards are accepted at or below the micro-purchase threshold: **Yes**

9b. Notification whether Government purchase cards are accepted or not accepted above the micropurchase threshold: **Will accept over \$2,500**

10. Foreign items (list items by country of origin). **None**

11a. Time of delivery. **Specified on Task Order**

Services: The contractor shall deliver or perform services in accordance with the terms negotiated in the agency's Statement of Work (SOW)

11b. Expedited Delivery. The Contractor will insert the sentence "Items available for expedited delivery are noted in this price list." under this heading. The Contractor may use a symbol of its choosing to highlight items in its price lists that have expedited delivery. **Contact Contractor**

11c. Overnight and 2-day delivery. The Contractor will indicate whether overnight and 2-day delivery are available. Also, the Contractor will indicate that the schedule customer may contact the Contractor for rates for overnight and 2-day delivery. **Contact Contractor**

11d. Urgent Requirements. The Contractor will note in its price list the "Urgent Requirements" clause of its contract and advise agencies that they can also contact the Contractor's representative to effect a faster delivery.

Urgent Requirements delivery time is to be negotiated between Contractor and Ordering Agency.

12. F.O.B. point(s). **Destination**

13a. Ordering address(es).

Penngood LLC

1015 18th Street, NW, Suite 600 Washington, DC 20036

13b. Ordering procedures: **For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.**

14. Payment address(es).

Penngood, LLC.

1015 18th Street, NW, Suite 600 Washington, DC 20036

15. Warranty provision. Standard Commercial **Warranty; customer should contact the contractor for a copy of the warranty.**

16. Export packing charges, if applicable. **Not Applicable**

17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level). **Contact Contractor**

18. Terms and conditions of rental, maintenance, and repair (if applicable). **Not Applicable**

19. Terms and conditions of installation (if applicable). **Not Applicable**

- 20a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable). **Not Applicable**
- 20b. Terms and conditions for any other services (if applicable) **Not Applicable**
21. List of service and distribution points (if applicable). **Not Applicable**
22. List of participating dealers (if applicable). **None**
23. Preventive maintenance (if applicable). **Not Applicable**
- 24a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants). **Not Applicable**
- 24b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor's website or other location.) The EIT standards can be found at: www.Section508.gov/. **Not Applicable**
25. Data Universal Number System (DUNS) number: **140212643**
26. Notification regarding registration in System for Award Management (SAM) database. **Registered**
27. **Final Pricing:** The rates shown below include Industrial Funding Fee (IFF) of 0.75%.



Pricelist

Item	Awarded Labor Category	Site	Year 1	Year 2	Year 3	Year 4	Year 5
1	Project Director	Both	\$213.49	\$213.49	\$213.49	\$213.49	\$213.49
2	Project Manager Level 1	Both	\$136.56	\$136.56	\$136.56	\$136.56	\$136.56
3	Project Manager Level 2	Both	\$171.13	\$171.13	\$171.13	\$171.13	\$171.13
4	Project Task Manager	Both	\$126.45	\$126.45	\$126.45	\$126.45	\$126.45
5	Creative Director	Both	\$154.95	\$154.95	\$154.95	\$154.95	\$154.95
6	Graphic Designer Level 1	Both	\$61.66	\$61.66	\$61.66	\$61.66	\$61.66
7	Graphic Designer Level 2	Both	\$75.74	\$75.74	\$75.74	\$75.74	\$75.74
8	Graphic Artist	Both	\$77.87	\$77.87	\$77.87	\$77.87	\$77.87
9	Media Director	Both	\$134.05	\$134.05	\$134.05	\$134.05	\$134.05
10	Media Buyer Level 1	Both	\$83.86	\$83.86	\$83.86	\$83.86	\$83.86
11	Media Buyer Level 2	Both	\$120.77	\$120.77	\$120.77	\$120.77	\$120.77
12	Media Coordinator	Both	\$85.54	\$85.54	\$85.54	\$85.54	\$85.54
13	Program Manager Level 1	Both	\$94.31	\$94.31	\$94.31	\$94.31	\$94.31
14	Program Manager Level 2	Both	\$97.55	\$97.55	\$97.55	\$97.55	\$97.55
15	Program Coordinator Level 1	Both	\$72.79	\$72.79	\$72.79	\$72.79	\$72.79
16	Program Coordinator Level 2	Both	\$92.46	\$92.46	\$92.46	\$92.46	\$92.46
17	Senior Technical Writer	Both	\$80.93	\$80.93	\$80.93	\$80.93	\$80.93
18	Technical Writer	Both	\$70.81	\$70.81	\$70.81	\$70.81	\$70.81
19	Copywriter	Both	\$67.73	\$67.73	\$67.73	\$67.73	\$67.73
20	Web Designer	Both	\$80.93	\$80.93	\$80.93	\$80.93	\$80.93
21	Web Developer	Both	\$108.15	\$108.15	\$108.15	\$108.15	\$108.15
22	Web Analyst	Both	\$82.45	\$82.45	\$82.45	\$82.45	\$82.45
23	Logistic Manager	Both	\$75.87	\$75.87	\$75.87	\$75.87	\$75.87
24	Account Coordinator	Both	\$85.98	\$85.98	\$85.98	\$85.98	\$85.98
25	Account Administrator	Both	\$51.59	\$51.59	\$51.59	\$51.59	\$51.59
26	Communication Specialist	Both	\$88.92	\$88.92	\$88.92	\$88.92	\$88.92

Services Contract Act:

The Service Contract Act (SCA) is applicable to this contract as it applies to the entire Professional Services Schedule (PSS) Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and / or when the contractor adds SCA labor categories / employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.



Labor Category Descriptions

Project Director

Minimum/General Experience:

- Minimum of ten (10) years of experience in commercial or government consulting with a focus on strategic communications and/or public health.
- Significant experience selling consulting services & solutions at senior levels, Commercial experience is a plus.
- Highly refined consulting skills with deep industry expertise.
- Experience in marketing operations to improve organization's effectiveness and efficiency through processes, systems, and technology.

Functional Responsibility:

- Responsible for managing multiple contract operations, ensuring quality standards, and work performance on all contracts and projects.
- Plans, organizes and oversees work efforts, assigns resources, manages personnel, provides risk management, ensures quality management and monitors overall project and contract performance.
- Provides senior level oversight to highly complex, multi-disciplinary engagements and contributes insight and assistance in growing other lines of business.
- Organizes, directs and manages support services for all activities covered by assigned contracts.
- Serves as the contractor's authorized interface with the Government Contracting Officer (CO), the contract level Contracting Officer's Representative (COR), government management personnel and customer agency representatives.
- Serves as a liaison among contractor's corporate management, program managers and the client's program directors/managers.
- Has ultimate responsibility for contractor resources and the accomplishment of all tasks assigned under this contract.
- Authorized to negotiate and make binding decisions on behalf of the company, including signatory authority.
- Responsible for formulating and enforcing work standards, assigning contractor schedules, reviewing work discrepancies, supervising contractor personnel and communicating policies, purposes, and goals of the organization to subordinates.
- Expertise in the management and control of funds and resources using complex reporting mechanisms, demonstrated capability in managing multi-task contracts and/or subcontracts of various types and complexity.

Minimum Education

- Master's degree required

Certifications

- Project Management Professional (PMP) certification preferred

Project Manager Level 1

Minimum/General Experience:

- Minimum of four (4) years related commercial or government consulting experience.
- Experience leading large, complex programs with centralized and task orders support requirements.
- Demonstrated experience providing leadership and support for the execution of communications strategies on projects while meeting organizational, business, management and performance objectives.
- Demonstrated experience for oral and written communications with all levels of management for planning and control of projects.

Functional Responsibility:

- Interfaces with client management personnel, client contracts staff, and other client officials. Formulates and reviews project plans, determines cost, and ensures conformance to work standards.
- Responsible for formulating and enforcing work standards, assigning contractor schedules, reviewing work discrepancies, supervising contractor personnel and communicating policies, purposes, and goals of the organization to subordinates.
- Expertise in the management and control of funds and resources using complex reporting mechanisms, demonstrated capability in managing multi-task contracts and/or subcontracts of various types and complexity.
- Leads projects, tasks, identify resources and oversee a team of professional technical and business staff.
- Writes project plans, work breakdown structures, budgets and resource plans needed to successfully execute projects.
- Provides guidance to the project team in performance of the work, risk management and mitigation and reviews the quality of all work products.
- Coordinates and conducts Quality Control on all draft and final project deliverables; aligns projects to project goals and client objectives.

Minimum Education

- Bachelor's degree required

Certifications

- Project Management Professional (PMP) certification preferred

Security Clearances (If applicable): N/A

Project Manager Level 2

Minimum/General Experience:

- Minimum of seven (7) years related commercial or government consulting experience.
- Experience leading large, complex programs with centralized and task orders support requirements.
- Demonstrated experience providing leadership and support for the execution of communications strategies on projects while meeting organizational, business, management and performance objectives.
- Demonstrated experience for oral and written communications with all levels of management for planning and control of projects.

Functional Responsibility:

- Interfaces with client management personnel, client contracts staff, and other client officials.
- Formulates and reviews project plans, determines cost, and ensures conformance to work standards.
- Responsible for formulating and enforcing work standards, assigning contractor schedules, reviewing work discrepancies, supervising contractor personnel and communicating policies, purposes, and goals of the organization to subordinates.
- Expertise in the management and control of funds and resources using complex reporting mechanisms, demonstrated capability in managing multi-task contracts and/or subcontracts of various types and complexity.
- Leads projects, tasks, identify resources and oversee a team of professional technical and business staff.
- Writes project plans, work breakdown structures, budgets and resource plans needed to successfully execute projects.
- Provides guidance to the project team in performance of the work, risk management and mitigation and reviews the quality of all work products.
- Coordinates and conducts Quality Control on all draft and final project deliverables; aligns projects to project goals and client objectives.
- Creates strategic communications plans, business methodologies, cost analysis reports, business requirements and business practices in support of client goals and objectives.
- Supports business efforts by recommending and implementing strategic communications initiatives and improvements.

Minimum Education

- Bachelor's degree required

Certifications

- Project Management Professional (PMP) certification preferred

Security Clearances (If applicable): N/A

Project/Task Manager

Minimum/General Experience:

- Minimum of five (5) years related commercial or government consulting environment and refined consulting skills.
- Provides support for the execution of communications strategies on projects while meeting organizational, business, management and performance objectives.
- Experience conducting communications strategy planning, assessment and measurement on current business processes.
- Experience creating strategic communications plan, analyze costs, and formally document new communications plans.
- Experience performing research and analysis of trends, policies, success stories, and frameworks to align client activities and technology.

Functional Responsibility:

- Supports the overall management and coordination of project activities; Works closely with the Project Manager and Project Director and provides administrative support across the team.
- Develops and maintains client and project documents, including project plans, timelines/calendars, meeting notes and conference call reports.
- Assists account team with drafting press releases, media monitoring, community outreach and research across multiple clients including providing administrative support to multiple account team members.
- Supports business efforts by recommending and implementing strategic communications initiatives and improvements; evaluates current processes, costs and challenges relating to communications strategies.
- Collaborates with project team to identify process gaps, risks, opportunities for improvement, and recommend strategies to achieve client goals and objectives.
- Builds a foundation of current research techniques used within strategic communications to conduct benchmark studies and collect data to pinpoint best practices.
- Performs research and analysis of trends, policies, success stories, and frameworks to align client activities and technology.
- Communicates professionally with staff, vendors, clients and possess strong writing, editing and oral presentation skills.
- Provides direction for interns and junior project staff and coordinates day to day activities.

Minimum Education

- Bachelor's degree required

Certifications: N/A

Security Clearances (If applicable): N/A

Creative Director

Minimum/General Experience:

- Minimum of eight (8) years of experience in commercial or government consulting with a focus on strategic communications and/or public health.
- Refined consulting skills with strong industry knowledge.
- Experience selling consulting services & solutions at senior levels.
- Commercial experience preferred.
- Leads teams in the development and delivery of solutions and strategies, ensuring that engagement work products and deliverables are of the highest quality to ensure client satisfaction.
- Responsible for staffing, project planning, project financials, and providing staff direction and oversight.
- Manages contract performance while consistently meeting or exceeding client deliverables and achieving targeted profit goals.

Functional Responsibility:

- Leads all art direction including the creation of online and print campaigns, development of online marketing strategies and creation of visual identities for clients.
- Leads activities in all aspects of web, user interface and print graphic design, from concept to final production.
- Leads visual product development, branding, logo design, web design, user interface design, design for print, motion graphics and illustration.

Minimum Education

- Bachelor's degree required

Certifications

- Certifications or Proficiencies in the following preferred:
- InDesign CC, Adobe Creative Suite, Photoshop CC, Windows 8 and OSX, Illustrator CC, Dreamweaver CC (HTML 5, CSS3, Javascript, PHP, ASP)
- Slash CC (Both AS2 and AS3)
- Microsoft Office
- Project Management Professional (PMP) certification preferred

Security Clearances (If applicable): N/A

Graphic Designer Level 1

Minimum/General Experience:

- Minimum of four (4) years related commercial or government consulting experience.
- Experience leading large, complex programs with centralized and task orders support requirements.
- Demonstrated experience providing leadership and support for the execution of communications strategies on projects while meeting organizational, business, management and performance objectives.
- Demonstrated experience for oral and written communications with all levels of management for planning and control of projects.

Functional Responsibility:

- Responsible for the design, layout and coding of client website, including technical and graphical components.
- Responsible for the maintenance and update of an existing site.
- Establishes the purpose of the website based upon its target audience.
- Identifies the type of content the site will host.
- Determines functionality that the site must support.
- Provides guidance on layout, colors and styles.

Minimum Education

- Bachelor's degree required

Certifications

- Certifications or Proficiencies in the following preferred:
- InDesign CC, Adobe Creative Suite, Photoshop CC, Windows 8 and OSX, Illustrator CC, Dreamweaver CC (HTML 5, CSS3, Javascript, PHP, ASP)
- Slash CC (Both AS2 and AS3)
- Microsoft Office
- Project Management Professional (PMP) certification preferred

Security Clearances (If applicable): N/A

Graphic Designer Level 2

Minimum/General Experience:

- Minimum of seven (7) years related commercial or government consulting experience.
- Experience leading large, complex programs with centralized and task orders support requirements.
- Demonstrated experience providing leadership and support for the execution of communications strategies on projects while meeting organizational, business, management and performance objectives.
- Demonstrated experience for oral and written communications with all levels of management for planning and control of projects.

Functional Responsibility:

- Responsible for the design, layout and coding of client website, including technical and graphical components.
- Responsible for the maintenance and update of an existing site.
- Establishes the purpose of the website based upon its target audience.
- Identifies the type of content the site will host.
- Determines functionality that the site must support.
- Provides guidance on layout, colors and styles.
- Writes the programming code, tests websites and identifies technical problems, uploads the site onto a server and registers it with different search engines.

Minimum Education

- Bachelor's degree required

Certifications

- Certifications or Proficiencies in the following preferred:
- InDesign CC, Adobe Creative Suite, Photoshop CC, Windows 8 and OSX, Illustrator CC, Dreamweaver CC (HTML 5, CSS3, Javascript, PHP, ASP)
- Slash CC (Both AS2 and AS3)
- Microsoft Office
- Project Management Professional (PMP) certification preferred

Security Clearances (If applicable): N/A

Graphic Artist

Minimum/General Experience:

- Minimum of two (2) years related commercial or government consulting experience.
- Experience working in large, complex programs with centralized and task orders support requirements.
- Demonstrated experience in the execution of communications strategies on projects while meeting organizational, business, management and performance objectives.
- Demonstrated experience for oral and written communications with all levels of management for planning and control of projects.

Functional Responsibility:

- Responsible for the design, layout and, when appropriate, coding of client graphics and images for placement on website, preparation of fact sheets, data reports, and promotional materials.
- Responsible for the maintenance and update of an existing art files. Provides guidance on layout, colors and styles to program staff.

Minimum Education

- Bachelor's degree required

Certifications

- Certifications or Proficiencies in the following preferred:
- InDesign CC, Adobe Creative Suite, Photoshop CC, Windows 8 and OSX, Illustrator CC, Dreamweaver CC (HTML 5, CSS3, Javascript, PHP, ASP)
- Slash CC (Both AS2 and AS3)
- Microsoft Office
- Project Management Professional (PMP) certification preferred

Security Clearances (If applicable): N/A

Media Director

Minimum/General Experience:

- Minimum of eight (8) years of experience in commercial or government consulting with a focus on strategic communications and/or public health.
- Refined consulting skills with strong industry knowledge
- Experience selling consulting services & solutions at senior levels.
- Commercial experience preferred.
- Leads teams in the development and delivery of solutions and strategies, ensuring that engagement work products and deliverables are of the highest quality to ensure client satisfaction.
- Responsible for staffing, project planning, project financials, and providing staff direction and oversight.
- Manages contract performance while consistently meeting or exceeding client deliverables and achieving targeted profit goals.

Functional Responsibility:

- Oversees the media department and leads media planning, implementation and assessment activities for multiple clients.
- Responsible for placing ads in print outlets like magazines and newspapers as well as on TV and radio.
- Directs ad placement through research and analytical models to determine what is best for the client based on the product/service, the client's goals and budget.
- Manages activities of the digital and media buying subcontractors.
- Supervises creative, partnerships, and engagement activities across traditional, online, mobile and social media

Minimum Education

- Bachelor's degree required

Certifications

- Certifications or Proficiencies in the following preferred:
- Tools such as Adrelevance, Nielsen Net Ratings, MRI, Strategy, Comscore, Quantcast, Web Advantage, Radian6, Adobe Acrobat 8.0.
- Social Media platforms including: Facebook, Facebook Insights, Instagram, Flickr, LinkedIn, Hootsuite, Twitter (including Twitter applications – Twtpoll, TwtSurvey), YouTube.

Security Clearances (If applicable): N/A

Media Buyer 1

Minimum/General Experience:

- Minimum of three (3) years of experience in commercial or government consulting with a focus on strategic communications and/or public health.
- Refined consulting skills with strong industry knowledge.
- Experience selling consulting services & solutions at senior levels.
- Commercial experience preferred.
- Leads small teams in the development and delivery of solutions and strategies, ensuring that engagement work products and deliverables are of the highest quality to ensure client satisfaction.
- Share responsibility for staffing, project planning, project financials, and providing staff direction and oversight.
- Monitors contract performance while consistently meeting or exceeding client deliverables and achieving targeted profit goals.

Functional Responsibility:

- Key role in the media department and leads media planning, implementation and assessment activities for multiple clients.
- Responsible for placing ads in print outlets like magazines and newspapers as well as on TV and radio.
- Directs ad placement through research and analytical models to determine what is best for the client based on the product/service, the client's goals and budget.
- Manages activities of the digital and media buying subcontractors.

Minimum Education

- Bachelor's degree required

Certifications

- Certifications or Proficiencies in the following preferred:
- Tools such as Adrelevance, Nielsen Net Ratings, MRI, Strategy, Comscore, Quantcast, Web Advantage, Radian6, Adobe Acrobat 8.0.
- Social Media platforms including: Facebook, Facebook Insights, Instagram, Flickr, LinkedIn, Hootsuite, Twitter (including Twitter applications – Twtpoll, TwtSurvey), YouTube.

Security Clearances (If applicable): N/A

Media Buyer 2

Minimum/General Experience:

- Minimum of five (5) years of experience in commercial or government consulting with a focus on strategic communications and/or public health.
- Refined consulting skills with strong industry knowledge.
- Experience selling consulting services & solutions at senior levels.
- Commercial experience preferred.
- Leads small teams in the development and delivery of solutions and strategies, ensuring that engagement work products and deliverables are of the highest quality to ensure client satisfaction.
- Share responsibility for staffing, project planning, project financials, and providing staff direction and oversight.
- Monitors contract performance while consistently meeting or exceeding client deliverables and achieving targeted profit goals.

Functional Responsibility:

- Key role in the media department and leads media planning, implementation and assessment activities for multiple clients.
- Responsible for placing ads in print outlets like magazines and newspapers as well as on TV and radio.
- Directs ad placement through research and analytical models to determine what is best for the client based on the product/service, the client's goals and budget.
- Manages activities of the digital and media buying subcontractors.
- Supervises creative, partnerships, and engagement activities across traditional, online, mobile and social media.

Minimum Education

- Bachelor's degree required

Certifications

- Certifications or Proficiencies in the following preferred:
- Tools such as Adrelevance, Nielsen Net Ratings, MRI, Strategy, Comscore, Quantcast, Web Advantage, Radian6, Adobe Acrobat 8.0
- Social Media platforms including: Facebook, Facebook Insights, Instagram, Flickr, LinkedIn, Hootsuite, Twitter (including Twitter applications – Twtpoll, TwtSurvey), YouTube.

Security Clearances (If applicable): N/A

Media Coordinator

Minimum/General Experience:

- Minimum of two (2) years of experience in commercial or government consulting with a focus on strategic communications and/or public health.
- Strong industry knowledge.
- Commercial experience preferred.
- Work with a team in the development and delivery of solutions and strategies, ensuring that engagement work products and deliverables are of the highest quality to ensure client satisfaction.
- Monitor and report on contract performance and project financials to assist in team goal of meeting or exceeding client deliverables and achieving targeted profit goals.

Functional Responsibility:

- Join media department and participate in media planning, implementation and assessment activities for multiple clients.
- Responsible for drafting ad placement materials for ads in print outlets like magazines and newspapers as well as on TV and radio.
- Support ad placement through research and analytical models to determine what is best for the client based on the product/service, the client's goals and budget.
- Monitors, track, and reports on ad placement success across broadcast, print, mobile, and social media platforms.

Minimum Education

- Bachelor's degree required

Certifications

- Certifications or Proficiencies in the following preferred:
- Tools such as Adrelevance, Nielsen Net Ratings, MRI, Strategy, Comscore, Quantcast, Web Advantage, Radian6, Adobe Acrobat 8.0
- Social Media platforms including: Facebook, Facebook Insights, Instagram, Flickr, LinkedIn, Hootsuite, Twitter (including Twitter applications – Twtpoll, TwtSurvey), YouTube.

Security Clearances (If applicable): N/A

Program Manager Level 1

Minimum/General Experience:

- Minimum of one (1) year related commercial or government consulting environment and refined consulting skills.
- Provides support for the execution of communications strategies on specific tasks/projects within larger engagement while helping to meet organizational, business, management and performance objectives.
- Familiar with communications strategy planning, assessment and measurement on current business processes.
- Familiar with strategic communications plans and cost analysis.
- Experience performing research and analysis of trends, policies, success stories, and frameworks to align client activities and technology.

Functional Responsibility:

- Supports the overall management and coordination of specific tasks/project activities, generally within a larger engagement. Works closely with the Project Manager and Project Director and provides administrative support across the team.
- Develops and maintains client and project documents, including project plans, timelines/calendars, meeting notes and conference call reports.
- Assists account team with drafting press releases, media monitoring, community outreach and research across multiple clients including providing administrative support to multiple account team members.
- Collaborates with project team to identify process gaps, risks, opportunities for improvement, and recommend strategies to achieve client goals and objectives.
- Performs research and analysis of trends, policies, success stories, and frameworks to align client activities and technology.
- Communicates professionally with staff, vendors, clients and possess strong writing, editing and oral presentation skills.

Minimum Education

- Bachelor's degree required

Certifications: N/A

Security Clearances (If applicable): N/A

Program Manager Level 2

Minimum/General Experience:

- Minimum of three (3) years related commercial or government consulting environment and refined consulting skills.
- Provides support for the execution of communications strategies on specific tasks/projects within larger engagement while helping to meet organizational, business, management and performance objectives.
- Familiar with communications strategy planning, assessment and measurement on current business processes.
- Familiar with strategic communications plans and cost analysis.
- Experience performing research and analysis of trends, policies, success stories, and frameworks to align client activities and technology.

Functional Responsibility:

- Supports the overall management and coordination of specific tasks/project activities, generally within a larger engagement. Works closely with the Project Manager and Project Director and provides administrative support across the team.
- Develops and maintains client and project documents, including project plans, timelines/calendars, meeting notes and conference call reports.
- Assists account team with drafting press releases, media monitoring, community outreach and research across multiple clients including providing administrative support to multiple account team members.
- Collaborates with project team to identify process gaps, risks, opportunities for improvement, and recommend strategies to achieve client goals and objectives.
- Performs research and analysis of trends, policies, success stories, and frameworks to align client activities and technology.
- Communicates professionally with staff, vendors, clients and possess strong writing, editing and oral presentation skills.

Minimum Education

- Bachelor's degree required

Certifications: N/A

Security Clearances (If applicable): N/A

Program Coordinator Level 1

Minimum/General Experience:

- Minimum of one (1) year related commercial or government consulting environment and refined consulting skills.
- Familiar with execution of communications strategies on specific tasks/projects within larger engagement while helping to meet organizational, business, management and performance objectives.
- Familiar with communications strategy planning, assessment and measurement on current business processes.
- Familiar with research techniques and analysis of trends, policies, success stories, and frameworks to align client activities and technology.

Functional Responsibility:

- Supports the overall management and coordination of specific tasks/project activities, generally within a larger engagement. Works closely with the Program Manager and senior management and provides administrative support across the team.
- Develops and maintains client and project documents, including project plans, timelines/calendars, meeting notes and conference call reports.
- Develops and maintains project/task cost tracking tools. Reports on project costs on a regular basis.
- Engages with project team to identify process gaps, risks, opportunities for improvement, and recommend strategies to achieve client goals and objectives.
- Performs research and analysis of trends, policies, success stories, and frameworks to align client activities and technology.
- Communicates professionally with staff, vendors, and clients.

Minimum Education

- Bachelor's degree required

Certifications: N/A

Security Clearances (If applicable): N/A

Program Coordinator Level 2

Minimum/General Experience:

- Minimum of one (3) years related commercial or government consulting environment and refined consulting skills.
- Familiar with execution of communications strategies on specific tasks/projects within larger engagement while helping to meet organizational, business, management and performance objectives.
- Familiar with communications strategy planning, assessment and measurement on current business processes.
- Familiar with research techniques and analysis of trends, policies, success stories, and frameworks to align client activities and technology.

Functional Responsibility:

- Supports the overall management and coordination of specific tasks/project activities, generally within a larger engagement. Works closely with the Program Manager and senior management and provides administrative support across the team.
- Develops and maintains client and project documents, including project plans, timelines/calendars, meeting notes and conference call reports.
- Develops and maintains project/task cost tracking tools. Reports on project costs on a regular basis.
- Engages with project team to identify process gaps, risks, opportunities for improvement, and recommend strategies to achieve client goals and objectives.
- Performs research and analysis of trends, policies, success stories, and frameworks to align client activities and technology.
- Communicates professionally with staff, vendors, and clients.

Minimum Education

- Bachelor's degree required

Certifications: N/A

Security Clearances (If applicable): N/A

Senior Technical Writer

Minimum/General Experience:

- Minimum of eight (8) years related commercial or government consulting environment and refined consulting skills.
- Provides support for the execution of communications strategies on projects while meeting organizational, business, management and performance objectives.
- Experience conducting communications strategy planning, assessment and measurement on current business processes.
- Subject Matter Expertise in issues and topics addressed by the client.
- Experience performing research and analysis of trends, policies, success stories, and frameworks to align client activities and technology.

Functional Responsibility:

- Provides communications support across a wide range of online and digital communication priorities for internal and external client delivery efforts.
- Supports strategic communications, with strong emphasis on internal communications and branding, marketing/distribution of print and electronic products and services and operations management.
- Leads writing and editing of diverse internal and external communication products.
- Leads editorial, graphic, and web delivery operations, including the development of editorial policies, standards and guidelines.

Minimum Education

- Bachelor's degree required

Certifications: N/A

Security Clearances (If applicable): N/A

Technical Writer

Minimum/General Experience:

- Minimum of eight (5) years related commercial or government consulting environment and refined consulting skills.
- Provides support for the execution of communications strategies on projects while meeting organizational, business, management and performance objectives.
- Experience conducting communications strategy planning, assessment and measurement on current business processes.
- Subject Matter Expertise in issues and topics addressed by the client.
- Experience performing research and analysis of trends, policies, success stories, and frameworks to align client activities and technology.

Functional Responsibility:

- Provides communications support across a wide range of online and digital communication priorities for internal and external client delivery efforts.
- Leads writing and editing of diverse internal and external communication products.
- Leads editorial, graphic, and web delivery operations, including the development of editorial policies, standards and guidelines.

Minimum Education

- Bachelor's degree required

Certifications: N/A

Security Clearances (If applicable): N/A

Copywriter

Minimum/General Experience:

- Minimum of two (2) years related commercial or government consulting environment and refined consulting skills.
- Understands the execution of communications strategies on projects while meeting organizational, business, management, and performance objectives.
- Some experience conducting communications strategy planning, assessment and measurement on current business processes.
- Experience performing research and analysis of trends, policies, success stories, and frameworks to align client activities and technology.

Functional Responsibility:

- Provides communications support across a wide range of online and digital communication priorities for internal and external client delivery efforts.
- Supports writing and editing of diverse internal and external communication products.
- Supports editorial, graphic, and web delivery operations, including the development of editorial policies, standards and guidelines.

Minimum Education

- Bachelor's degree required

Certifications: N/A

Security Clearances (If applicable): N/A

Web Designer

Minimum/General Experience:

- Minimum of eight (8) years of experience in commercial or government consulting with a focus on strategic communications and/or public health.
- Refined consulting skills with strong industry knowledge.
- Experience designing, developing, and maintaining Federal government websites.
- Experience selling consulting services & solutions at senior levels.
- Leads teams in the development and delivery of solutions and strategies, ensuring that engagement work products and deliverables are of the highest quality to ensure client satisfaction.
- Responsible for staffing, project planning, project financials, and providing staff direction and oversight.
- Manages contract performance while consistently meeting or exceeding client deliverables and achieving targeted profit goals.

Functional Responsibility:

- Leads all web design and delivery for client websites and social media activities, and Web Security and Certification and Accreditation (C&A) efforts.
- Fully engages in the activities of the project maintaining a strong, consistent online presence through blogs, social media, online communities, success stories, case studies, articles, newsletters, infographics, multimedia, etc.
- Explores creative engagement methods while complying with client branding. Oversees steady maintenance of the client's website.
- Leads development and implementation of an online media strategy for the client. Initiates and encourages conversations in online communities.
- Helps other project staff become familiar with social media channels so that they can personally engage with the online project presence.
- Identifies and engages online media outlets that can provide valuable coverage. Trains partners, clients and stakeholders on the effective online outreach methods, and assists in the production of multimedia deliverables.

Minimum Education

- Bachelor's degree required

Certifications: N/A

- Microsoft Certified Systems Engineer (MCSE) certification preferred.
- Cisco Certified Network Associate (CCNA) certification preferred.
- Web analytics (e.g. Google Analytics) certification preferred.
- Certification or Proficiencies preferred in the following social media platforms including: Facebook, Instagram, Flickr, LinkedIn, Hootsuite, Twitter, YouTube, Tumblr, ReverbNation.

Security Clearances (If applicable): N/A

Web Developer

Minimum/General Experience:

- Minimum of five (5) years of experience in commercial or government consulting with a focus on strategic communications and/or public health.
- Experience designing, developing, and maintaining Federal government websites.
- Experience collaborating with teams in the development and delivery of solutions and strategies, ensuring that engagement work products and deliverables are of the highest quality to ensure client satisfaction.
- Experience with responsibility for staffing, project planning, project financials, and providing staff direction and oversight.
- Experience monitoring contract performance while consistently meeting or exceeding client deliverables and achieving targeted profit goals.

Functional Responsibility:

- Leads significant elements of web design and delivery for client websites and social media activities. Supports all Web Security and Certification and Accreditation (C&A) efforts.
- Fully engages in the activities of the project maintaining a strong, consistent online presence through blogs, social media, online communities, success stories, case studies, articles, newsletters, infographics, multimedia, etc.
- Explores creative engagement methods while complying with client branding. Conducts continuous maintenance of the client's website.
- Supports development and implementation of an online media strategy for the client. Initiates and encourages conversations in online communities.
- Helps other project staff become familiar with social media channels so that they can personally engage with the online project presence.
- Identifies and engages online media outlets that can provide valuable coverage.
- Assists in the production of multimedia deliverables.

Minimum Education

- Bachelor's degree required

Certifications: N/A

- Microsoft Certified Systems Engineer (MCSE) certification preferred.
- Cisco Certified Network Associate (CCNA) certification preferred.
- Web analytics (e.g. Google Analytics) certification preferred.
- Certification or Proficiencies preferred in the following social media platforms including: Facebook, Instagram, Flickr, LinkedIn, Hootsuite, Twitter, YouTube, Tumblr, Reverbnation.

Security Clearances (If applicable): N/A

Web Analyst

Minimum/General Experience:

- Minimum of five (5) years related commercial or government consulting environment and refined consulting skills.
- Provides support for the execution of communications strategies on projects while meeting organizational, business, management and performance objectives.
- Experience conducting communications strategy planning, assessment and measurement on current business processes.
- Experience creating strategic communications plan, analyze costs, and formally document new communications plans.
- Experience performing research and analysis of trends, policies, success stories, and frameworks to align client activities and technology.

Functional Responsibility:

- Responsible for all duties listed in Senior Analyst description.
- Fully engages in the activities of the project maintaining a strong, consistent online presence through blogs, social media, online communities, success stories, case studies, articles, newsletters, infographics, multimedia, etc.
- Explores creative engagement methods while complying with client branding. Oversees steady maintenance of the client's website.
- Leads the drafting of original newsletters, blogs, and social media posts. Develops and implements an online media strategy for the client.
- Initiates and encourages conversations in online communities. Helps other project staff become familiar with social media channels so that they can personally engage with the online project presence.
- Identifies and engages online media outlets that can provide valuable coverage. Trains partners, clients and stakeholders on the effective online outreach methods.
- Assists in the production of multimedia deliverables.

Minimum Education

- Bachelor's degree required

Certifications: N/A

- Web analytics (e.g. Google Analytics) certification preferred.
- Certification or Proficiencies preferred in the following social media platforms including: Facebook, Instagram, Flickr, LinkedIn, Hootsuite, Twitter, YouTube, Tumblr, Reverbnation.

Security Clearances (If applicable): N/A

Logistics Manager

Minimum/General Experience:

- Minimum of three (3) years related commercial or government consulting environment and refined consulting skills.
- Experience with Federal government meeting planning and travel regulations.
- Experience selecting and with negotiating venues, caterers, Audio/Visual services and other key vendors.
- Familiar with strategic communications plans and cost analysis.
- Experience performing research and analysis of trends, policies, success stories, and frameworks to align client activities and technology.

Functional Responsibility:

- Plan and execute all logistics support efforts for client meetings and events.
- Supports the overall management and coordination of specific tasks/project activities, generally within a larger engagement. Works closely with the Project Manager and Project Director and provides support across the team.
- Develops and maintains client and project documents, including project plans, timelines/calendars, meeting notes and conference call reports.
- Monitors and reports on project costs on a regular basis.
- Communicates professionally with staff, vendors, clients and possess strong writing, editing and oral presentation skills.

Minimum Education

- Bachelor's degree required

Certifications: N/A

- Project Management Professional (PMP) certification preferred.

Security Clearances (If applicable): N/A

Account Coordinator

Minimum/General Experience:

- Minimum of one (1) year related commercial experience or government consulting experience.
- Provides communications, consulting, analytical, and programmatic support to staff of assigned consulting group or in support of a client project.

Functional Responsibility:

- Supports project staff across all project activities and deliverables.
- Performs research and analysis of trends, policies, best practices, benchmarking and frameworks to align client activities and communications.
- Collaborates with clients to coordinate logistics, identify process gaps, risks, opportunities for improvements, and recommend strategies to achieve client goals and objectives.
- Services include formative research, materials development, meeting planning, public/private partnerships, health and education programming, campaign development, content planning and development, technical assistance and information disseminations.

Minimum Education

- Bachelor's degree in communications, marketing, health administration or related field required

Certifications: N/A

- Project Management Professional (PMP) certification preferred.

Security Clearances (If applicable): N/A

Account Administrator

Minimum/General Experience:

- Minimum of one (1) year related commercial experience or government consulting experience.
- Experience with cost accounting and cost monitoring software and systems.
- Experience providing communications, consulting, analytical, and programmatic support to staff of assigned consulting group or in support of a client project.

Functional Responsibility:

- Supports project staff across all project activities and deliverables.
- Tracks project costs – labor hours and ODCs – and provides regular reports to senior staff.
- Support for the account team across multiple functions including logistics, meeting planning, public/private partnerships, health and education programming, campaign development, content planning and development, technical assistance and information dissemination.

Minimum Education

- Bachelor's degree in communications, marketing, health administration or related field required

Certifications: N/A

Security Clearances (If applicable): N/A

Communications Specialist

Minimum/General Experience:

- Minimum of five (5) years related commercial or government consulting environment and refined consulting skills.
- Provides support for the execution of communications strategies on projects while meeting organizational, business, management and performance objectives.
- Experience conducting communications strategy planning, assessment and measurement on current business processes.
- Experience creating strategic communications plan, analyze costs, and formally document new communications plans.
- Experience performing research and analysis of trends, policies, success stories, and frameworks to align client activities and technology.

Functional Responsibility:

- Demonstrates extensive health industry experience:
 1. digital marketing experience including websites, social media and email marketing, OR
 2. managing media outreach activities for client's program and activities including but not limited to news releases, proactive media strategy development, internal and external newsletters, OR
 3. managing partnership development activities including but not limited to research on potential partner organizations, partner engagement strategies, and partner retention efforts.
- Demonstrates strong content writing skills and leads development and execution of social media content, website content, blog content and email copy.
- Extensive social media management experience with a variety of clients on all platforms including Facebook, LinkedIn, Twitter, Pinterest, blogs, Google+ and YouTube.
- Extensive experience with Google Analytics, Google AdWords and social media ads.

Minimum Education

- Bachelor's degree required

Certifications: N/A

- Web analytics (e.g. Google Analytics) certification preferred.
- Certification or Proficiencies preferred in various social media platforms as described above.

Security Clearances (If applicable): N/A



We Are **penngood**

1015 18th Street, NW, Suite 600
Washington, DC 20036
Phone: (202) 830-0001
Fax: (202) 464-1436
info@penngood.com
www.penngood.com